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MAPPING YOUR COMMUNITY

April 2011

Civic Engagement – Key to a Strong Future

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2 Where Is the Center of Your Universe?

We are in a web of relationships that extends far beyond our own “corner of the universe.”

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Where Are Your Networks?

Are you well networked to get your job done?
 What relationships are the keys to your success?
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What Is Your Mosaic of Civic Relationships?

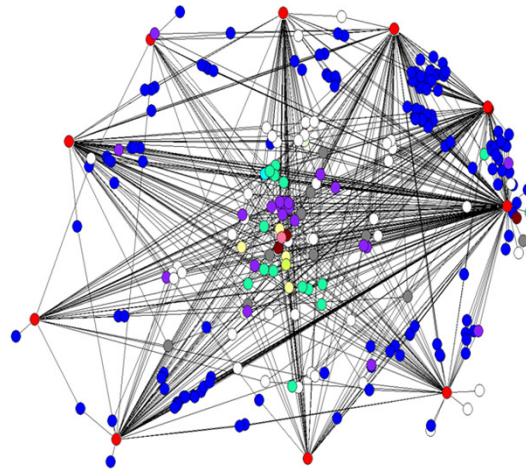
Mark J. Stern and Susan C. Seifert (2007). Cultivating Natural Cultural Districts. University of Pennsylvania, Social Impact of the Arts Project.
<http://www.trfund.com/resource/downloads/creativity/NaturalCulturalDistricts.pdf>
 Photo Credit : Cultivating Natural Cultural Districts

What Are Your Social Networks?

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Ten community cultural organizations and the institutions they stayed in contact with over one year



Stern, M. (2008). From Creative Economy to Creative Society. University of Pennsylvania, Social Impact of the Arts Project. <http://www.trfund.com/resource/downloads/creativity/Economy.pdf>

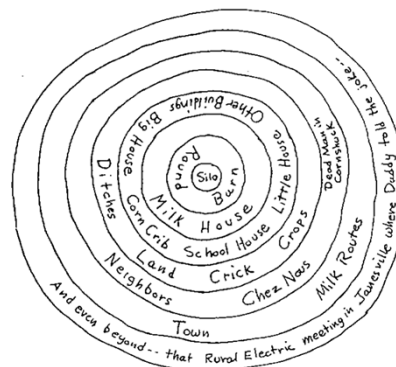
The Round Barn Community

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Center of the Dairy Community



Community Through a Child's Eyes



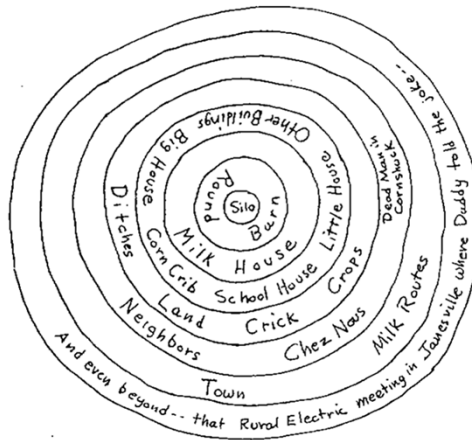
Jacqueline Dougan Jackson (1997). *Stories from the Round Barn*.

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Which
constituencies
show up in
your ring?



Stories of the Round Barn,
Jacqueline Dougan Jackson,
1997

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Constituencies to Consider

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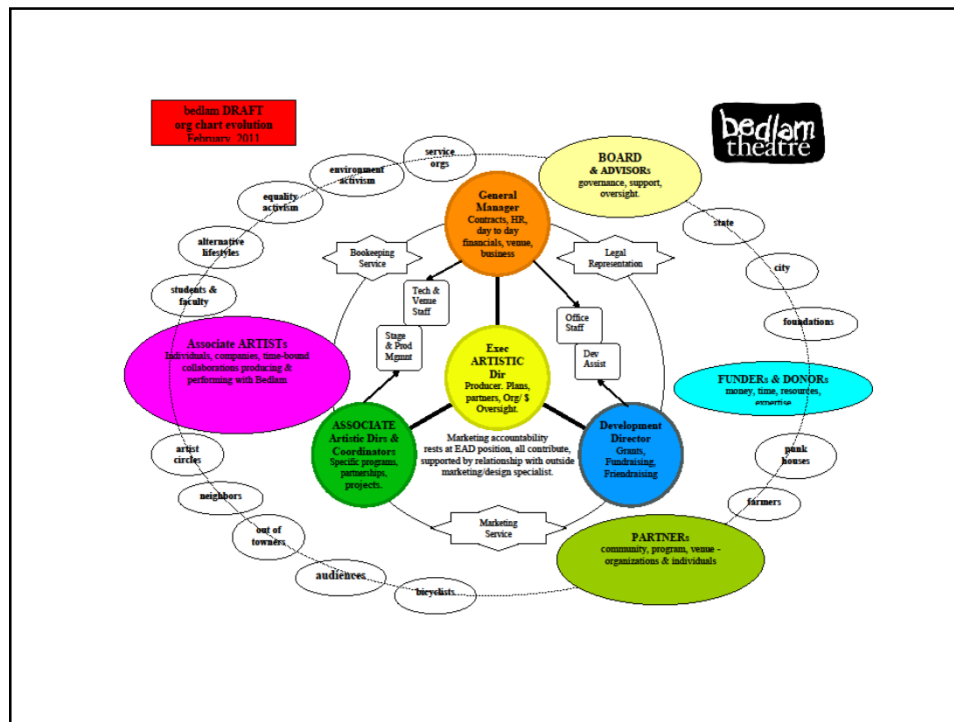
- All sectors
 - ✓ Public
 - ✓ Business
 - ✓ Education
 - ✓ Economic development
 - ✓ Other stakeholders or allies
 - ✓ Investors in your work

Those who share your

- ✓ Purpose
- ✓ Passion
- ✓ Constituencies

Yeses, Maybes, Not nows?





Bedlam Theatre, Minneapolis

“Round
table”
partnerships
in ever
expanding
circles.



Make your map your own!

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Rules of the Game

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- Form teams of 5 people max
 - From same organization
 - From same discipline, geography or community size
- Claim a table
- Brainstorm your constituencies, using Post-It Notes
 - Cast a broad net
 - Go beyond the obvious to include cross-sectors
- Design a model
 - Round barn, spider map, constellation, Tinker Toys, etc.
- Arrange constituencies on paper & add links
 - Position those you're closer to near the center, and those you don't know on the outskirts
- Present your map to one other group (5 min each)
- Take photos of your map to bring home
- Repeat with your board and/or staff at home
- Break when you're done & be back at 3:10pm

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date